GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:178
ANSWERED ON:29.11.2001
TELECAST TIME OF PRASAR BHARATI
GANGASANDRA SIDDAPPA BASAVARAJ;GOWDAR MALLIKARJUNAPPA

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the existing policy of Prasar Bharati regarding total telecast time spent on different types of programmes;

(b) whether the Prasar Bharati is spending only 18 percent of its telecast time on education;

(c) if so, the steps taken to provide more time on education;

(d) whether Prasar Bharati has been asked to devise a policy to raise revenues without affecting the quality of programmes and other than through advertisements; and

(e) if so, the steps taken by the Prasar Bharati in this regard?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) to (c): The primary duty of Prasar Bharati is to organize and conduct public broadcasting services to inform, educate and entertain the public. Average percentage of information, education and entertainment programmes on the National Network during the year 2000 was as under :-

```
Information :                          37%
Education  :                          13%
Entertainment (including sports) :       50%
```

In addition, a separate 24 hours educational channel known as `Gyan Darshan` is in operation since January 2000.

(d) & (e): A Resource Centre has been set up in AIR with a view to generating revenue by providing consultancy services as well as by hiring out AIR transmitters and towers on licence fee basis to interested parties.